

## ORDER



**Orders**  
**Order / Rev:** 715921  
**Alt Order #:** 06332236  
**Product Desc:** CRAVAACK FOR CONGRESS  
**Estimate:** C13C16  
**Flight Dates:** 10/12/12 - 10/16/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Cravaack/ NRC/ R/ Congress  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/08/12   | 10/14/12 | 8       | \$9,925.00   | \$8,436.25 |
| 10/15/12   | 10/21/12 | 7       | \$7,425.00   | \$6,311.25 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 15        | \$17,350.00        | \$14,747.50        | 0.00        |
| <b>Totals</b> | <b>15</b> | <b>\$17,350.00</b> | <b>\$14,747.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

| Ln           | Ch   | Start             | End             | Inventory Code                | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|--------------|------|-------------------|-----------------|-------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 1            | KARE | 10/15/12          | 10/15/12        | Tonight Show<br>Tonight Show  | CM    | 1035pm-1135pm  | M-----  | :30 | 1                 | \$575.00    | P-2 | 0.00          | NM   | 1     | \$575.00   |
| TONIGHT SHOW |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:        |      | 10/15/12          | 10/21/12        | M-----                        |       |                |         |     | 1                 | \$575.00    |     | 0.00          |      |       |            |
| 5            | KARE | 10/15/12          | 10/15/12        | M-F 430-5p<br>Jeopardy        | CM    | 430-5P         | M-----  | :30 | 1                 | \$600.00    | P-2 | 0.00          | NM   | 1     | \$600.00   |
| JEOPARDY     |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:        |      | 10/15/12          | 10/21/12        | M-----                        |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| N19          | KARE | 10/12/12          | 10/12/12        | M-F 1-2p<br>Rachel Ray        | CM    | 1P-2P          | ----F-- | :30 | 1                 | \$100.00    | P-2 | 0.00          | NM   | 1     | \$100.00   |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:        |      | 10/08/12          | 10/14/12        | ----F--                       |       |                |         |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| N20          | KARE | 10/12/12          | 10/12/12        | M-F 10-1035p<br>KARE News 10p | CM    | KARE News 10p  | ----F-- | :30 | 1                 | \$1,500.00  | P-2 | 0.00          | NM   | 1     | \$1,500.00 |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:        |      | 10/08/12          | 10/14/12        | ----F--                       |       |                |         |     | 1                 | \$1,500.00  |     | 0.00          |      |       |            |
| N21          | KARE | 10/12/12          | 10/12/12        | Tonight Show<br>Tonight Show  | CM    | 1035pm-1135pm  | ----F-- | :30 | 1                 | \$500.00    | P-2 | 0.00          | NM   | 1     | \$500.00   |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:        |      | 10/08/12          | 10/14/12        | ----F--                       |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |       |            |
| N22          | KARE | 10/12/12          | 10/12/12        | M-F 5-530p<br>KARE 11 5 News  | CM    | 5-530p         | ----F-- | :30 | 1                 | \$650.00    | P-2 | 0.00          | NM   | 1     | \$650.00   |

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Advertiser: Cravaack/ NRC/ R/ Congress  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C13C16

KARE

| Ln     | Ch    | Start             | End             | Inventory Code                             | Break | Start/End Time                  | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount      |
|--------|-------|-------------------|-----------------|--|-------|---------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| N22    | KARE  | 10/12/12          | 10/12/12        | M-F 5-530p<br>KARE 11 5 News               | CM    | 5-530p                          | ----F-- | :30 | 1     | \$650.00    | P-2 | 0.00          | NM   | 1     | \$650.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/08/12          | 10/14/12        | ----F--                                    |       | 1                               |         |     |       | \$650.00    |     | 0.00          |      |       |             |
| N23    | KARE  | 10/12/12          | 10/12/12        | NBC Nightly News<br>NBC Nightly News       | CM    | 530-6P                          | ----F-- | :30 | 1     | \$3,150.00  | P-4 | 0.00          | NM   | 1     | \$3,150.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/08/12          | 10/14/12        | ----F--                                    |       | 1                               |         |     |       | \$3,150.00  |     | 0.00          |      |       |             |
| N24    | KARE  | 10/12/12          | 10/12/12        | Fri Prime<br>DATELINE                      | CM    | Fri Prime<br>(9:00 PM-10:00 PM) | ----F-- | :30 | 1     | \$2,025.00  | P-4 | 0.00          | NM   | 1     | \$2,025.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/08/12          | 10/14/12        | ----F--                                    |       | 1                               |         |     |       | \$2,025.00  |     | 0.00          |      |       |             |
| 25     | KARE  | 10/15/12          | 10/15/12        | M-F 1-2p<br>Rachel Ray                     | CM    | 1P-2P                           | M-----  | :30 | 1     | \$150.00    | P-2 | 0.00          | NM   | 1     | \$150.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/15/12          | 10/21/12        | M-----                                     |       | 1                               |         |     |       | \$150.00    |     | 0.00          |      |       |             |
| 26     | KARE  | 10/15/12          | 10/15/12        | M-F 10-1035p<br>KARE News 10p              | CM    | KARE News 10p                   | M-----  | :30 | 1     | \$2,200.00  | P-2 | 0.00          | NM   | 1     | \$2,200.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/15/12          | 10/21/12        | M-----                                     |       | 1                               |         |     |       | \$2,200.00  |     | 0.00          |      |       |             |
| 27     | KARE  | 10/15/12          | 10/15/12        | M-F 5-530p<br>KARE 11 5 News               | CM    | 5-530p                          | M-----  | :30 | 1     | \$1,200.00  | P-2 | 0.00          | NM   | 1     | \$1,200.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/15/12          | 10/21/12        | M-----                                     |       | 1                               |         |     |       | \$1,200.00  |     | 0.00          |      |       |             |
| 28     | KARE  | 10/15/12          | 10/15/12        | NBC Nightly News<br>NBC Nightly News       | CM    | 530-6P                          | M-----  | :30 | 1     | \$2,000.00  | P-2 | 0.00          | NM   | 1     | \$2,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/15/12          | 10/21/12        | M-----                                     |       | 1                               |         |     |       | \$2,000.00  |     | 0.00          |      |       |             |
| 29     | KARE  | 10/15/12          | 10/15/12        | Today Show<br>Today Show                   | CM    | 7-9a                            | M-----  | :30 | 1     | \$700.00    | P-2 | 0.00          | NM   | 1     | \$700.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/15/12          | 10/21/12        | M-----                                     |       | 1                               |         |     |       | \$700.00    |     | 0.00          |      |       |             |
| N30    | KARE  | 10/13/12          | 10/13/12        | Saturday Night Live<br>Saturday Night Live | CM    | 1030P-1202A                     | -----S- | :30 | 2     | \$1,000.00  | P-2 | 0.00          | NM   | 2     | \$2,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u>               |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|        | Week: | 10/08/12          | 10/14/12        | -----S-                                    |       | 2                               |         |     |       | \$1,000.00  |     | 0.00          |      |       |             |
| Totals |       |                   |                 |  |       |                                 |         |     |       |             |     |               |      | 15    | \$17,350.00 |